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		Application Number	09/965,405
		Filing Date	September 26, 2001
		First Named Inventor	Tami L. Guy et al.
		Art Unit	3627
		Examiner Name	Ronald Laneau
Sheet 2	of 2	Attorney Docket Number	10013329-1

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
RL		Waybackmachine: www.carteretmortgage.com (March 3, 2001)	
1		"Colorful criteria...", June 23, 1999, Canadian Computer Reseller, Rogers Publishing Limited, Toronto, Vol. 12, Iss. 12, Page 39	
		KALYANAM, KIRTH, et al. "Hewlett Packard Consumer Products Business Organization...;" John Wiley & Sons, Inc.; Journal of Interactive Marketing, v13,n4; pp.51-64; Autumn 1999.	
		SHUSTER, LAURIES, "A host of niches (Green Hill Ace hardware, Morton Connecticut) (Niche Marketing);" Chilton's Hardware Age, v228,n8, pp.261-262; August 1991.	
RL		EASTWOOD, ALISON; HOLLOWAY, ANDY (Interviewers); "Two-tier talkers [Roundtable discussion];" Canadian Computer Reseller, v11,n23; p.35(8 pages); Dec. 2, 1998.	

Examiner Signature	Ronald Laneau	Date Considered	10/10/06
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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